

# Contents

<b>List of Figures</b>	<b>ix</b>
<b>Acknowledgements</b>	<b>xi</b>
<b>Introduction: Fashion, Femininity and Modernity in Designer Self-fashioning</b>	<b>1</b>
<b>1. Fashion and the Time of Modern Femininity</b>	<b>25</b>
<b>2. Paul Poiret: Classic and New in the Struggle for Designer Mastery</b>	<b>47</b>
<b>3. Elsa Schiaparelli: Glamour, Privacy and Timelessness</b>	<b>79</b>
<b>4. Christian Dior: Nostalgia and the Economy of Feminine Beauty</b>	<b>111</b>
<b>Conclusion: Fashioning Self, Reflecting Ambivalence</b>	<b>147</b>
<b>Notes</b>	<b>153</b>
<b>Bibliography</b>	<b>179</b>
<b>Index</b>	<b>189</b>